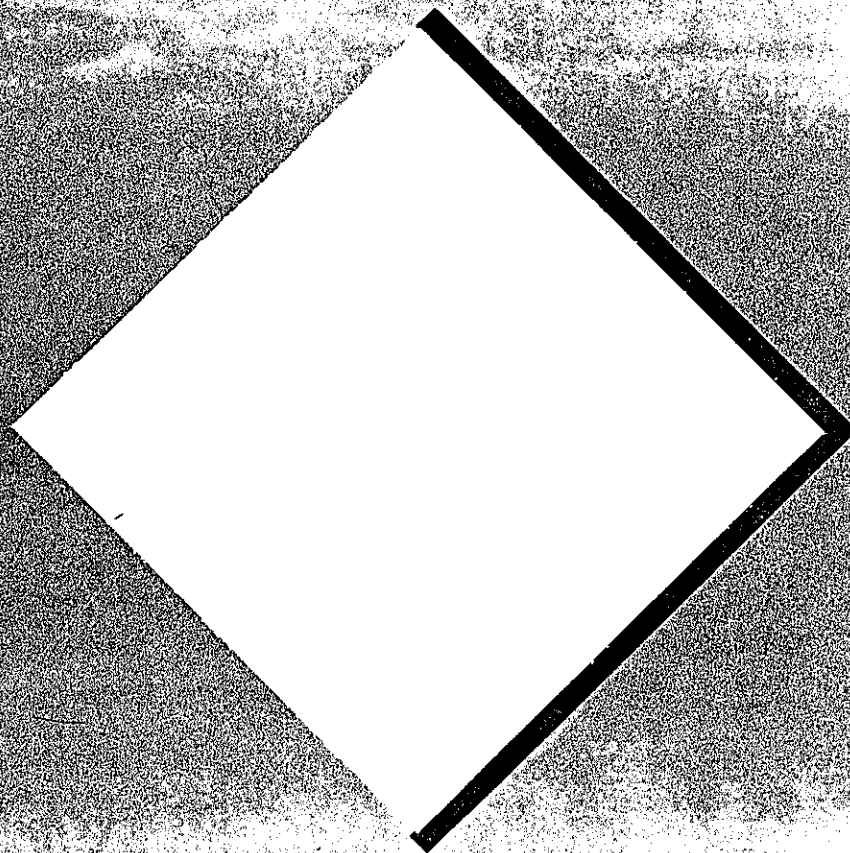




GENESYS



THE
FUTURES
GROUP

**PEOPLE PARTICIPATING IN
DEVELOPMENT: A COMPUTER-
BASED PRESENTATION PREPARED FOR
THE USAID/R&D/WID OFFICE**

Alison Meares, Deborah Caro, Holly Pommerville

July, 1993

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Washington, DC 20036

DRAFT WORKING DOCUMENT

**"People Participating in Development:"
A Computer-Based Presentation Prepared
for the USAID/R&D/WID office**

**Prepared by:
GENESYS CONSULTANT
Alison Meares
Deborah Caro
Holly Pommerville**

July 8, 1993

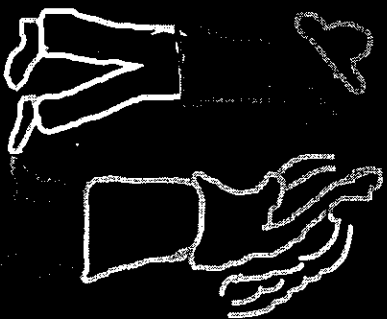
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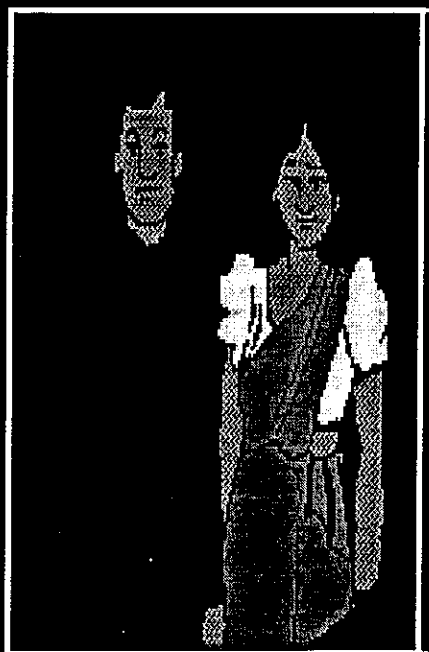
GENESYS

People Participating in Development



Office of Women in Development
Bureau for Research & Development
United States Agency for International
Development





A.I.D.'s Women in Development Program

To accomplish AID's Women in Development mandate, the WID Office has developed strategies and methodologies which support the Agency's objectives for achieving sustainable development.

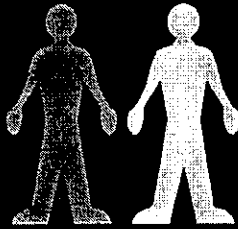
The WID Office leverages its resources to increase attention to gender issues and to measure people-level impact of AID's projects, programs, and policies.

A.I.D.'s Women in Development Program is:

- People-focused and participatory**
- Results-oriented**
- Collaborative with Missions, Bureaus, NGOs, and other Donors**
- Both technically and policy-oriented**

AID's Women in Development Program is:

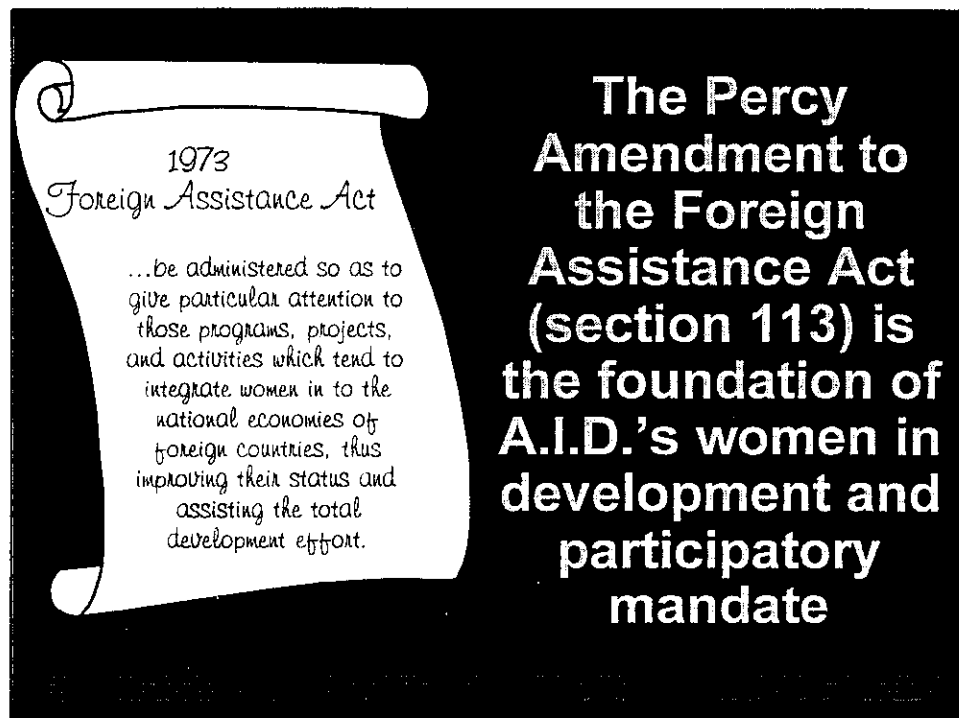
- People-focused and participatory**
- Results-oriented**
- Collaborative with Missions, Bureaus, NGOs, and other Donors**
- Both technically and policy oriented.**



#1

**Development will be sustainable
only if it is people-oriented and
participatory, incorporating both
women and men in the process**

AID's Women in Development program supports the notion that development will be sustainable only if it is people-oriented and participatory, incorporating both women and men in the process. AID's Women in Development Office has twenty years of experience in a people-oriented approach.



The Percy Amendment to the Foreign Assistance Act (section 113) is the foundation of AID's Women in Development.

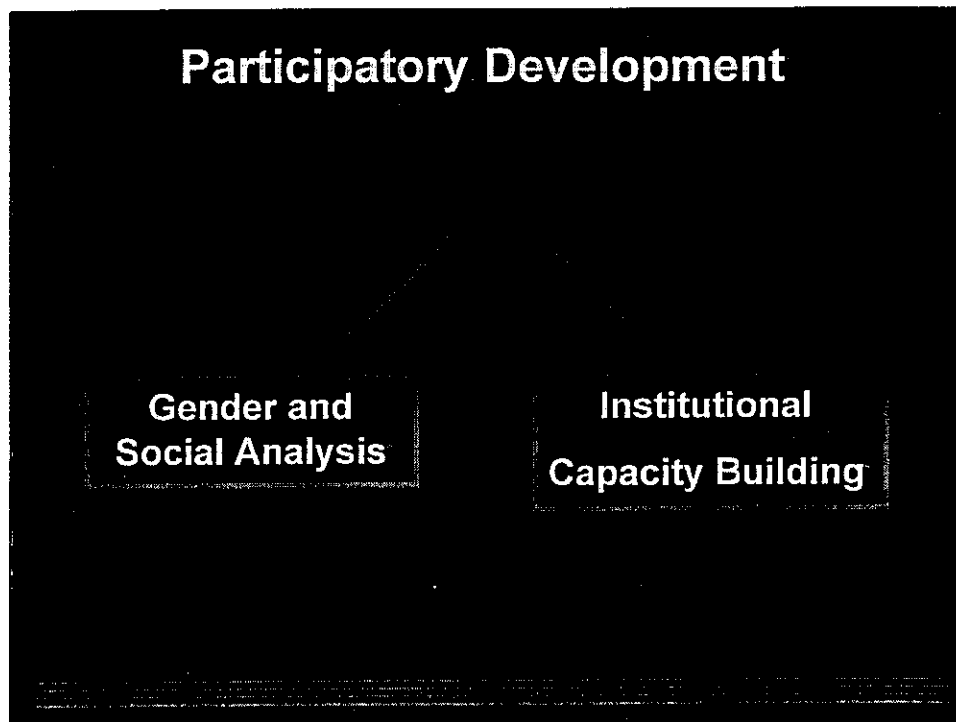
Participatory Development

The WID Office's support for participatory development with the Agency depends on:

Participatory Development

Gender and Social Analysis

sound gender and social analysis and



effective institutional capacity building.

Gender Analysis

**Enhancing women's roles as
active participants in the
development process will
improve the effectiveness and
sustainability of development
programs overall**

A. Gender Analysis

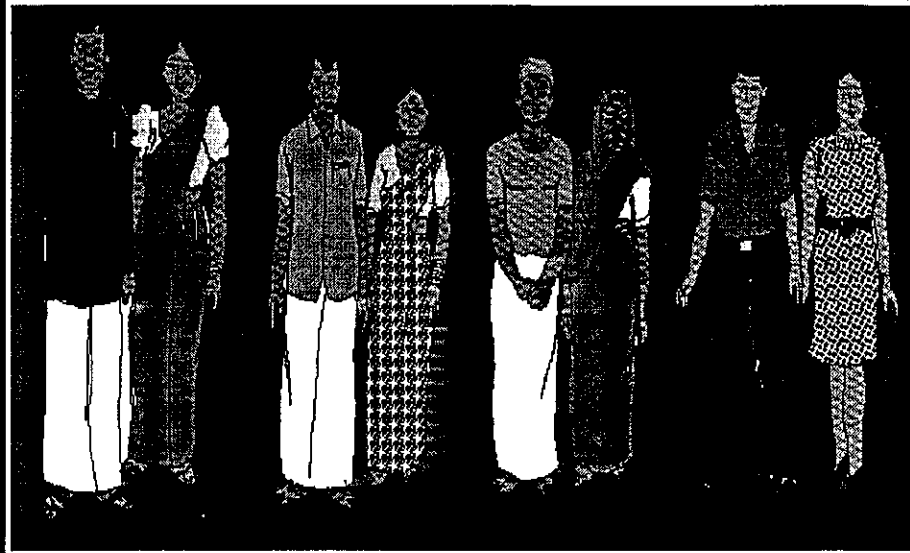
After two decades of research and practice, it is well-documented that enhancing women's roles as active participants in the development process will improve the effectiveness and sustainability of development programs overall.

Expand WID planning from a singular focus on women to...



In recent years new methodologies have emerged which respond to women's comprehensive needs and numerous roles, expanding WID planning from a singular focus on women...

...one that incorporates all individuals & social groups



to one that incorporates, contrasts and compares all relevant individuals and social groups interacting in the overall socio-economic setting.

**...the potential of both women
and men must be supported and
incorporated into mainstream
development planning if AID's
goals are to be achieved.**

In line with this perspective, AID now recognizes that the potential of both women and men must be supported and incorporated into mainstream development planning if AID's goals are to be achieved.

Gender Analysis

Women's and men's

roles

rights

responsibilities

**are addressed within larger
social and economic systems**

Gender analysis serves as the vehicle for this people-level focus through which women's and men's roles, rights, and responsibilities are addressed within larger social and economic systems.

Gender Analysis

Women and men face different constraints in gaining access to resources such as:

- Land**
- Capital**
- Technology**
- Education**
- Information**
- Employment**
- Health Services**

The Agency recognizes that women and men each face different constraints in gaining access to resources such as land, capital, technology, education, information, employment, and health services. Gender considerations such as these are critical for developing strategies that appropriately target, involve, and benefit participants.

**A.I.D.
has the
opportunity
to reshape
the
development
process**



With AID as a forerunner in gender analysis, it has the opportunity to reshape the development process by ensuring that both women and men have access to the opportunities and benefits of economic and social development. It is not only a question of equity but one of efficacy.

Institutional Capacity Building

**The WID Office encourages
participatory development
through building
institutional capacity in
international and local
NGOs**

B. Institutional Capacity Building

The WID Office encourages participatory development by building institutional capacity in international and local NGOs.

AID/WID Program strengthens local institutions, PVOs and NGOs to ensure that

the process reaches those at the grassroots level

projects are strengthened by local people

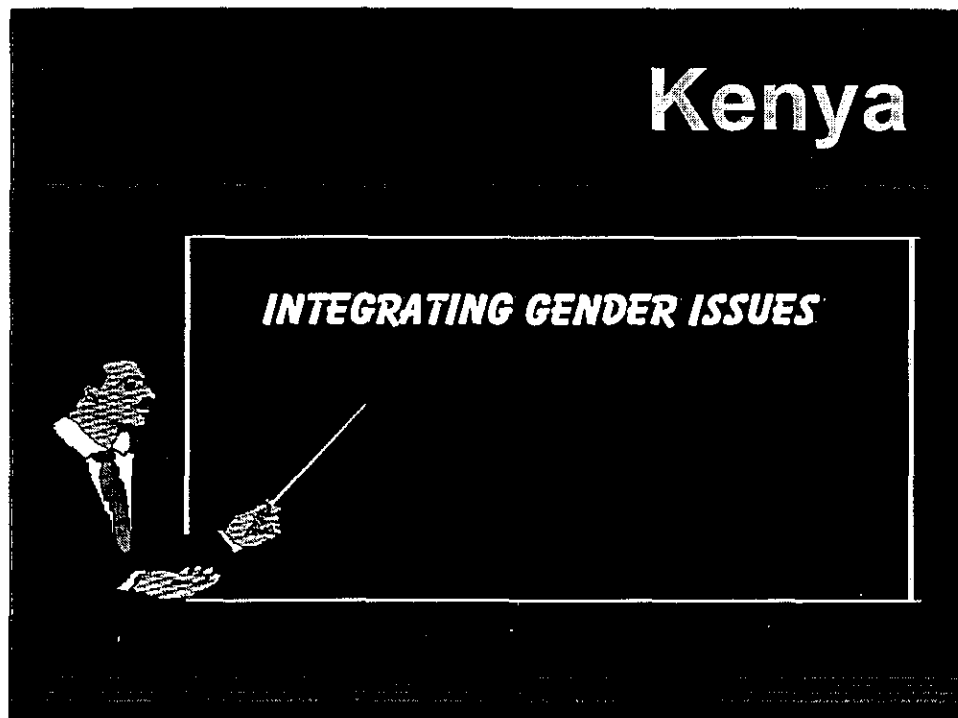
both women and men benefit

Through technical assistance and training, the AID/WID Program helps strengthen local institutions, PVOs and NGOs as a means of ensuring that

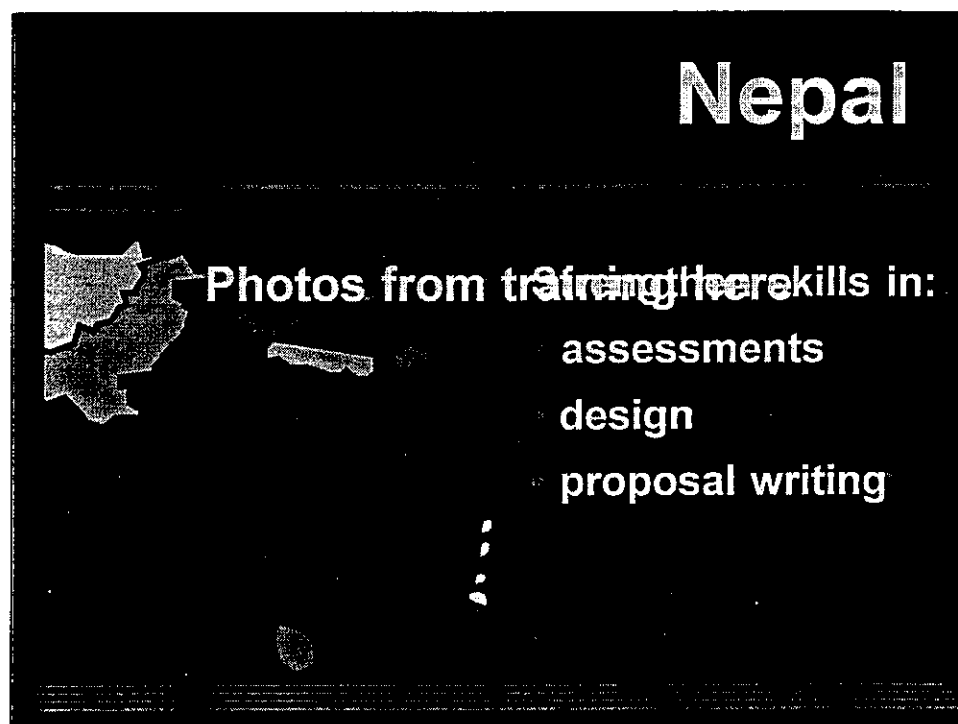
- (1) the process reaches those at the grassroots level;
- (2) projects are strengthened by skills, techniques and knowledge of local people; and
- (3) both women and men benefit at the local level.



Through AID's Global Climate Change Program, the WID Office has worked to strengthen institutional capacity of NGOs in the Brazilian Amazon. The WID Office is aiding NGOs to incorporate gender and other pertinent socio-economic variables in their project planning so that they can more accurately identify their target community, deliver appropriate programs and document project and program-level outcomes.



The WID Office and USAID/Nairobi co-sponsored a March workshop which strengthened FEMNET's ability to integrate gender issues into their own training workshops for government and non-government organizations.



A workshop for Nepali women's NGOs strengthened participants skills in assessments, design, and proposal writing for income-generation, democracy, and health projects.

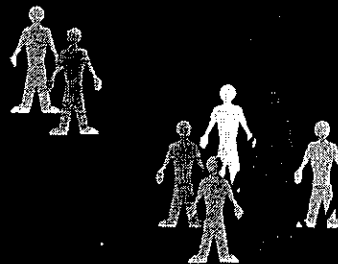


(2) Sustainable development requires results-oriented programs measurable in terms of their impact on people.

Measure People-Level Impact

**the effectiveness
of its programs**

**the difference
AID is making in
people's lives**



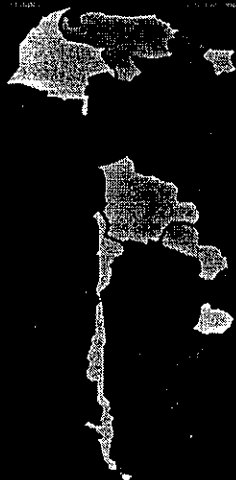
Through development of people-level indicators, the WID Office has enhanced the Agency's capacity to measure (1) the effectiveness of its programs; as well as (2) the difference AID is making in people's lives.



The WID Office provides leadership in fulfilling the Congressional mandate that

- (1) agency staff and contractors include sex-disaggregated data in all country, project, and program documents;
- (2) project and program evaluations include assessments of their impact on women, and success in helping to integrate women into the development process; and
- (3) where the information is unavailable or unattainable, corresponding documents identify the obstacles to their inclusion.

Ecuador

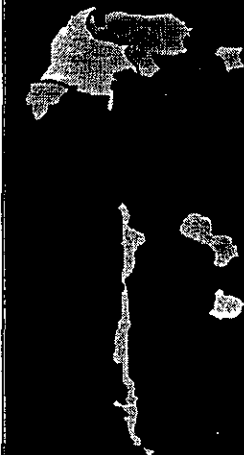


Sex-disaggregated indicators to measure impact on:

- trade & investment
- agriculture
- natural resource programs

The WID Office assisted USAID/Ecuador to develop sex-disaggregated indicators which measure impacts on people of their trade and investment, agriculture and natural resources programs.

Bolivia



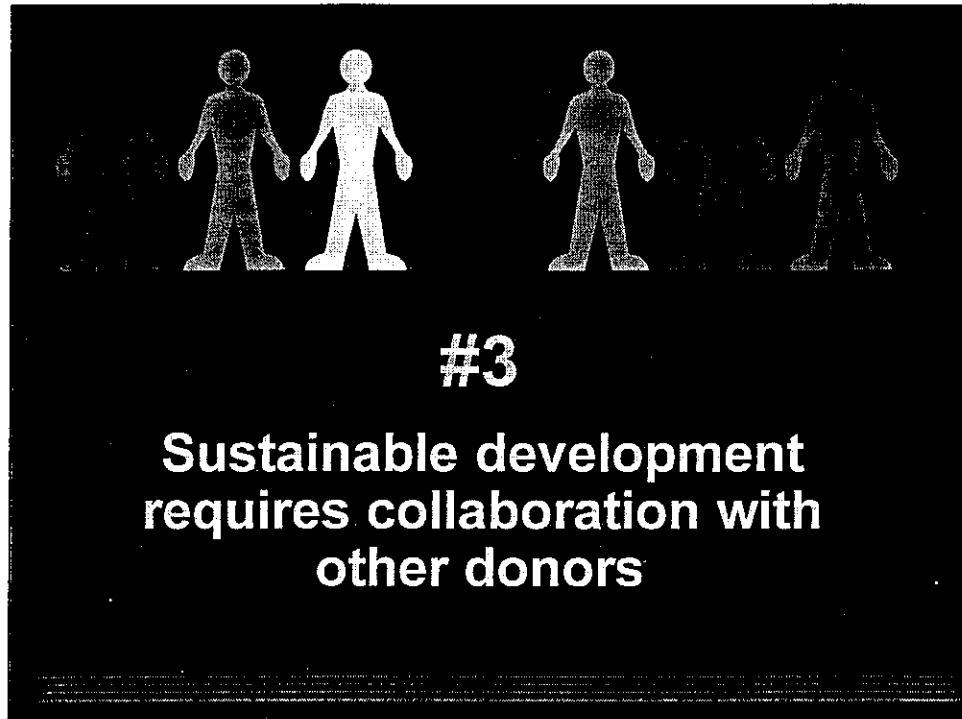
(1) Assess the impact of agricultural policies on rural households

(2) provide information on women's and men's income, access to resources, and labor

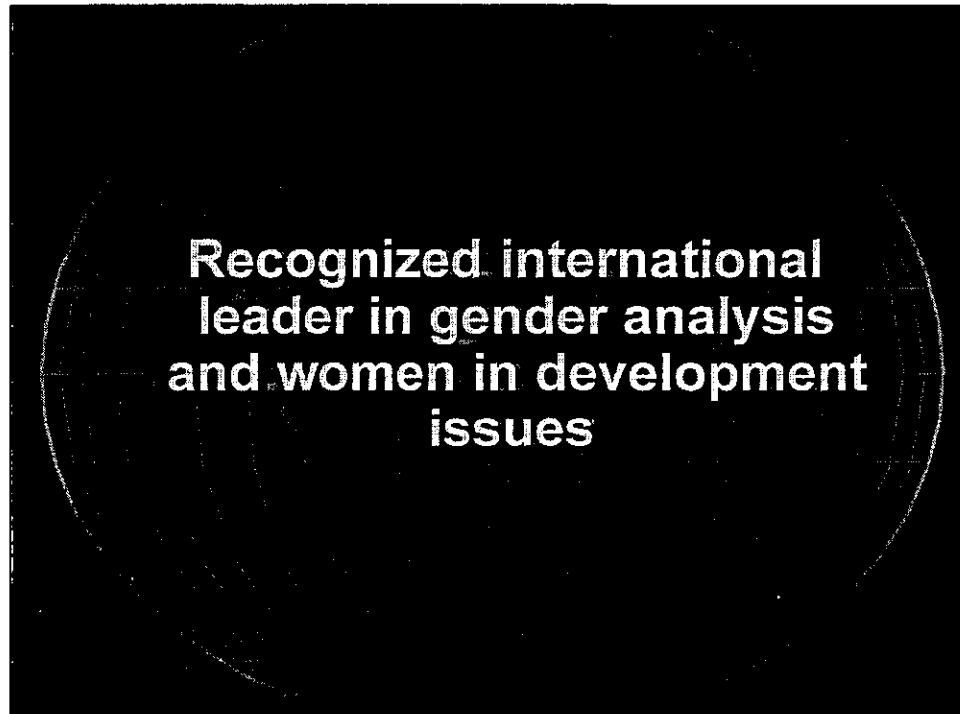
USAID/Bolivia and the WID Office developed and analyzed a Rural Household survey designed to:

(1) assess the relative impact of agricultural policies on rural households and

(2) provide baseline information on women's and men's income, access to resources, and labor.



Sustainable Development requires collaboration with other donors.



In the donor community, the U.S. is a recognized international leader in gender analysis and women in development issues.

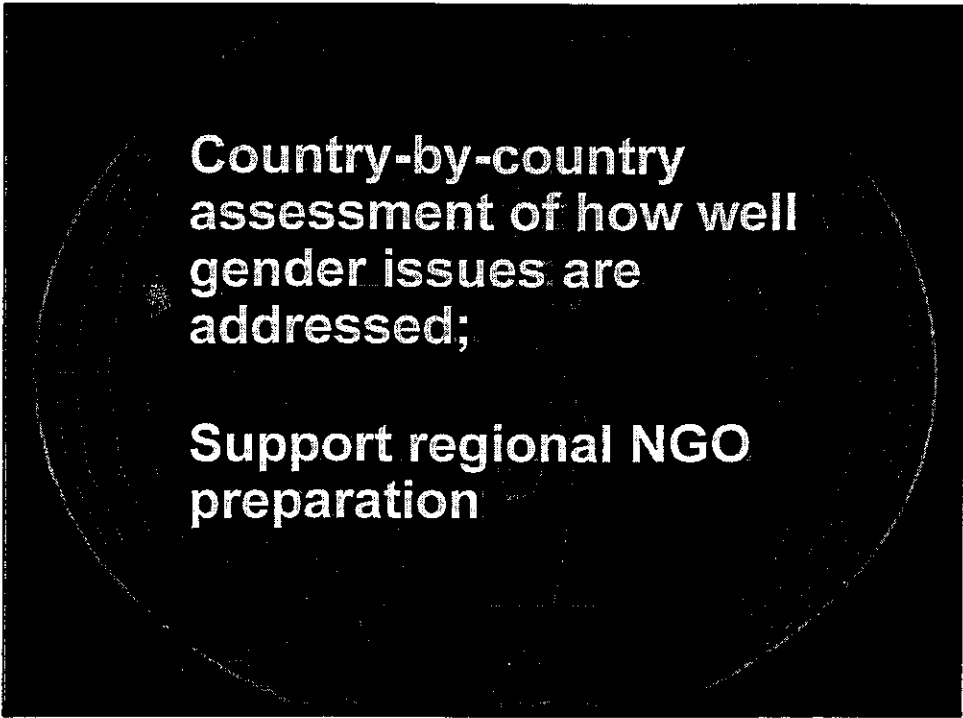
AID's legislation, and technical and policy guidance on women in development and gender analysis have served as a model for others throughout the world.



**WID Office serves as
A.I.D.'s representative on
the Expert Group on
Women in Development
that is part of the DAC of
the OECD**

For instance, the WID Office serves as A.I.D.'s representative on the Expert Group on Women in Development that is part of the Development Assistance Committee (DAC) of the Organization for Economic Co-operation and Development (OECD).

The WID Office is involved in two important DAC Expert Group activities.



**Country-by-country
assessment of how well
gender issues are
addressed;**

**Support regional NGO
preparation**

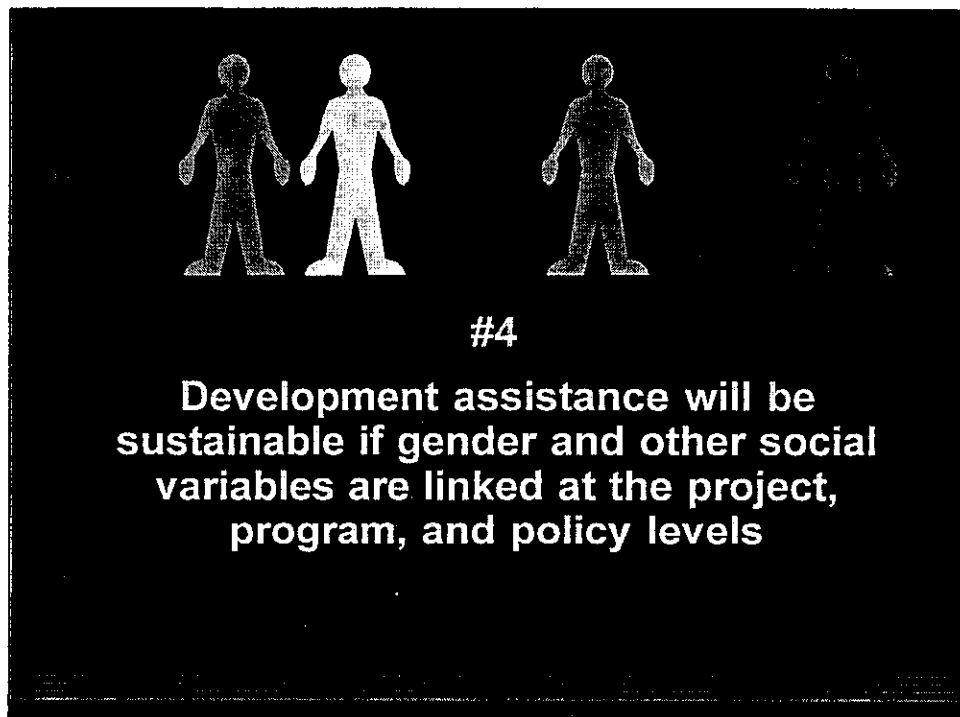
The WID Office is conducting a country-by-country study assessment of how well gender issues are addressed in all DAC member states' development assistance programs. Second, the WID Office is collaborating with DAC members to support regional NGO preparation for the 1995 United Nations Conference on Women.

"A.I.D. has pioneered in Women in Development, gradually changing the sociology of the agency and, indeed, of the whole development community through its leadership in the DAC."

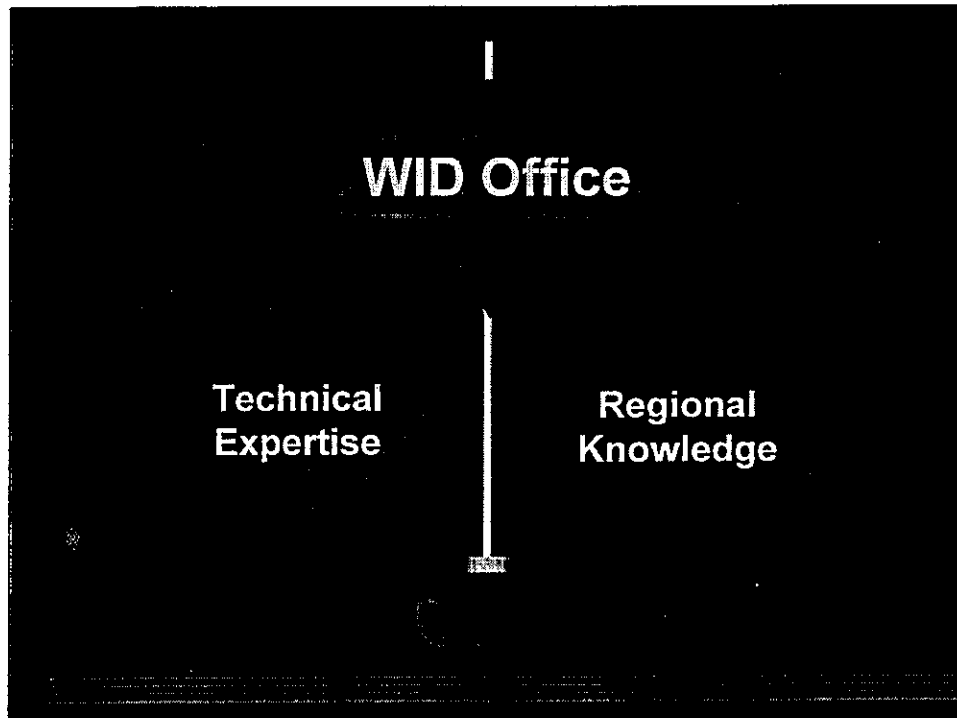
**- Joseph C. Wheeler
Former Assistant Administrator of USAID.**

(read quote)

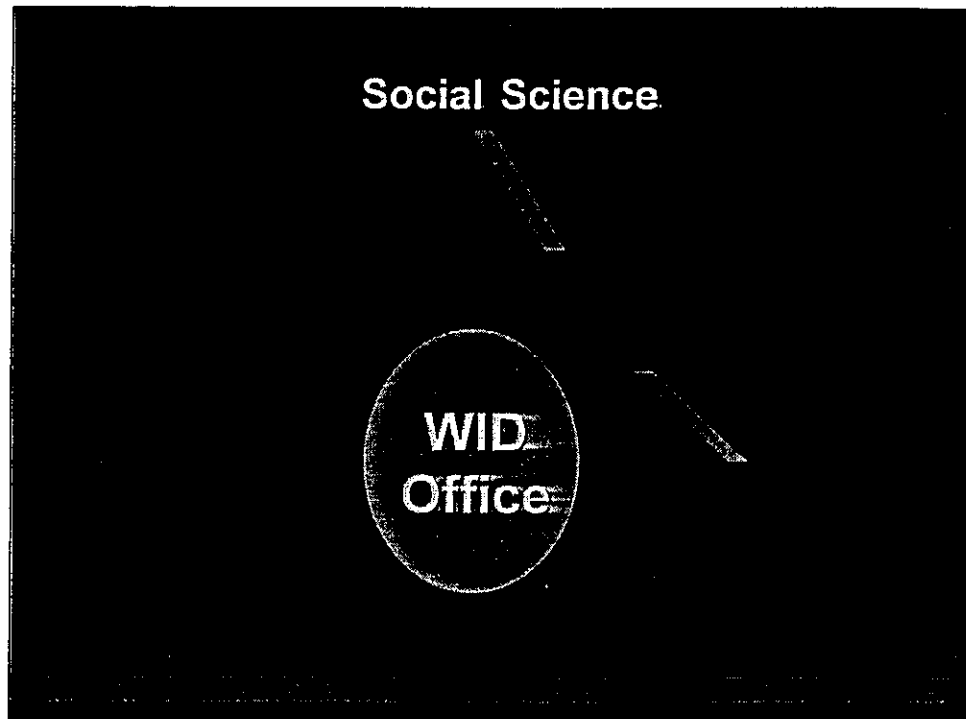
This has been confirmed by such donors as the Japanese, the Swedes, the Canadians, and the Dutch, who have all at some point asked for information and guidance from AID's WID Office on how to shape their own foreign assistance programs according to a gender analysis approach.



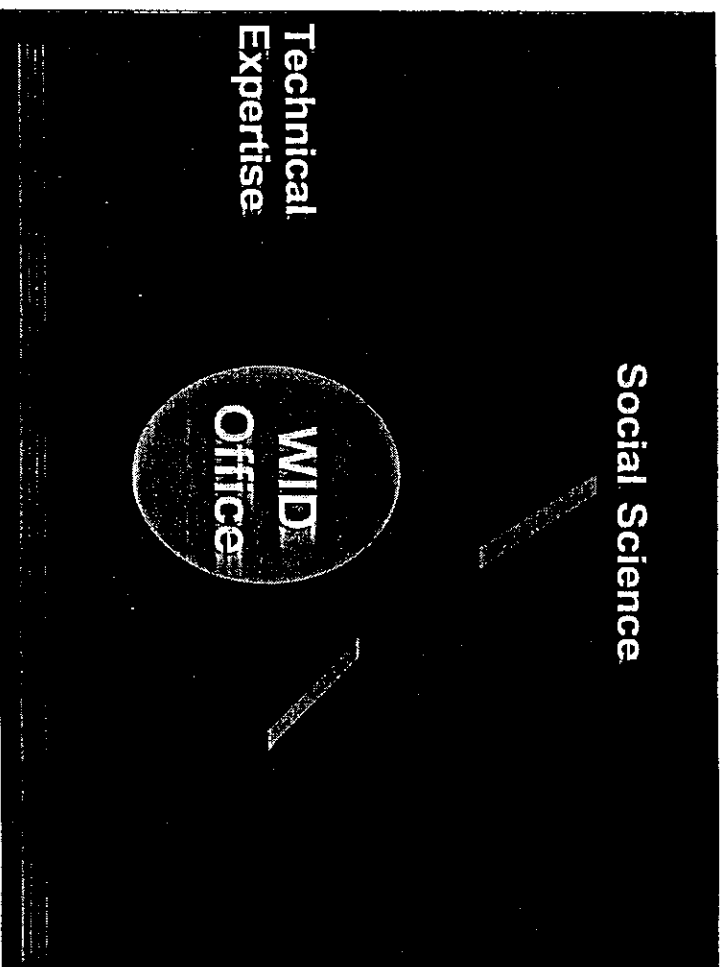
Development assistance will be sustainable if gender and other social variables are linked at the project, program and policy levels.



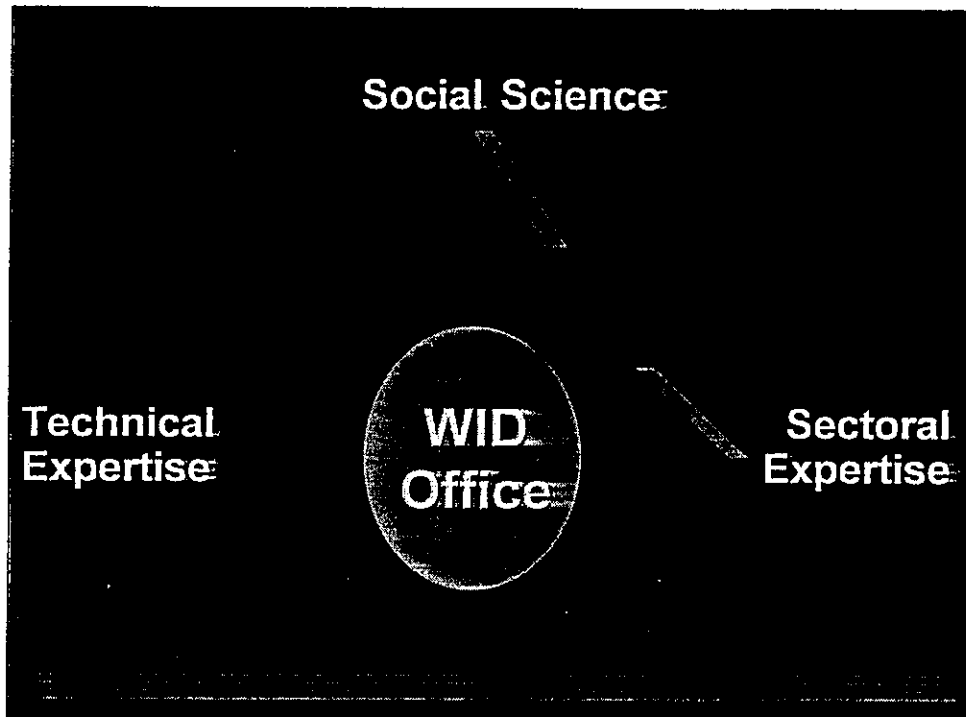
The WID Office serves as an umbrella for many types of technical expertise and regional knowledge. Throughout its history, the WID Office has enabled missions and bureaus to look at development through the eyes of many disciplines.



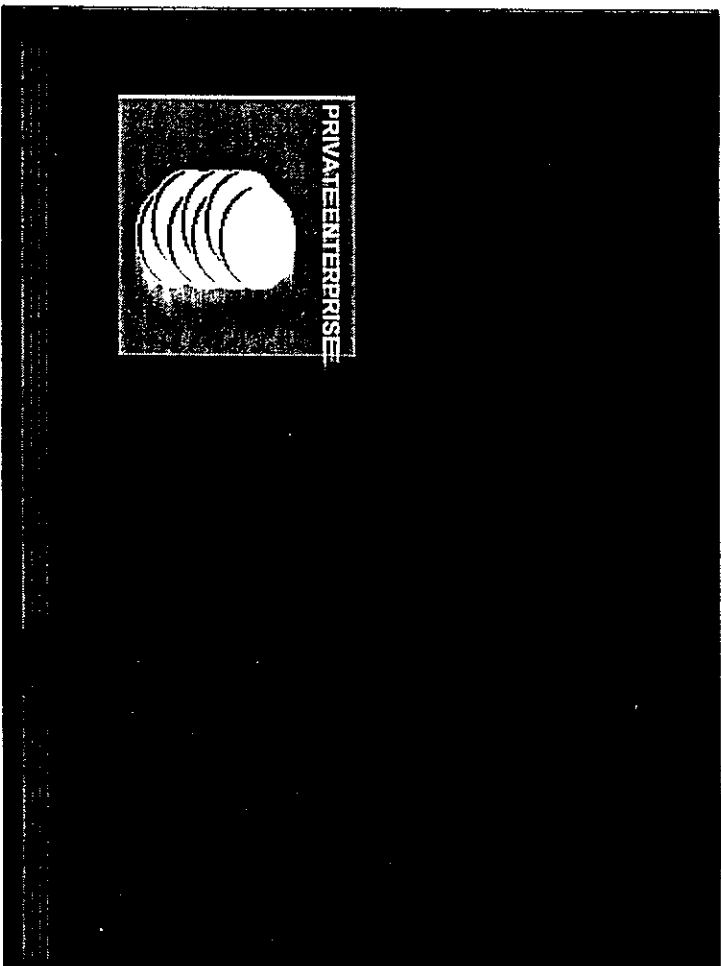
The WID Office has been a proponent within the Agency in the design and implementation of programs and projects which rely on the cross-pollination of social science,



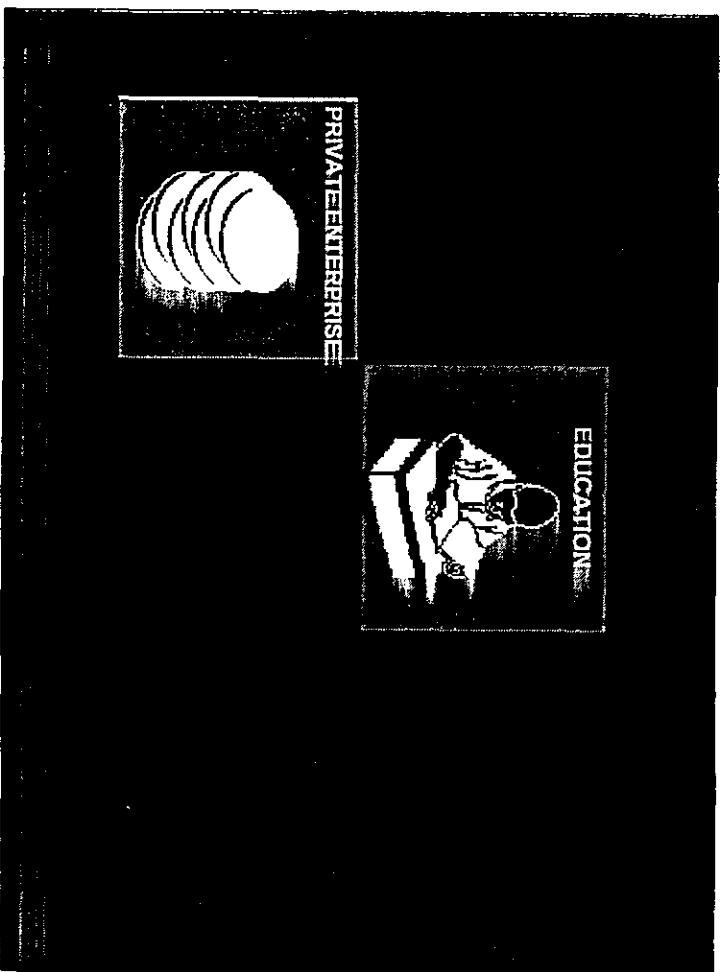
technical, and



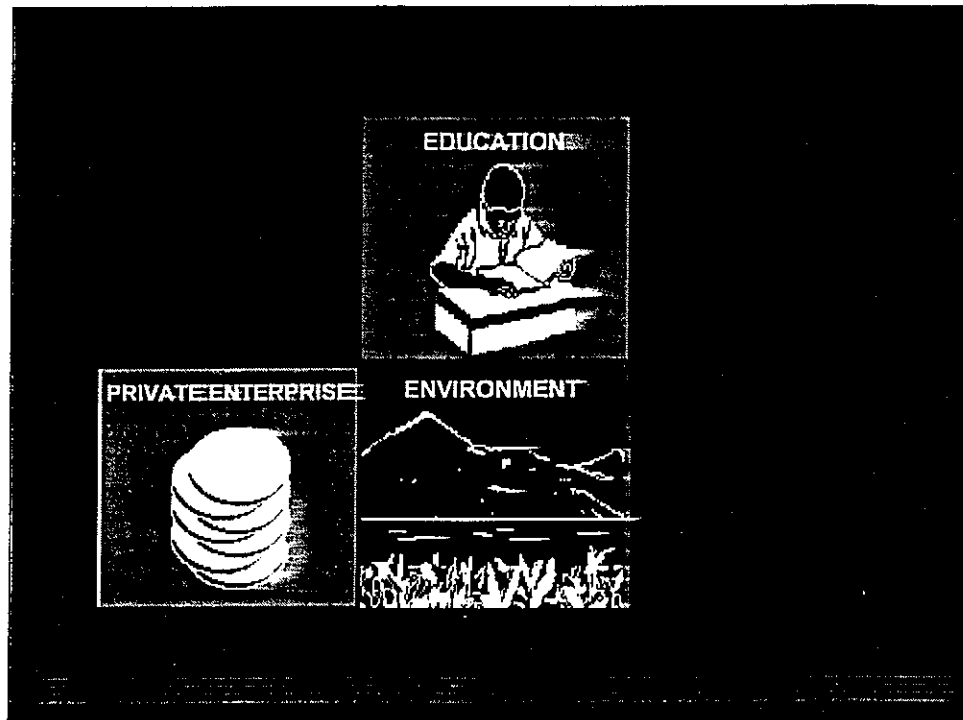
sectoral expertise. Social and gender variables represent an important crossroads within the following major development areas:



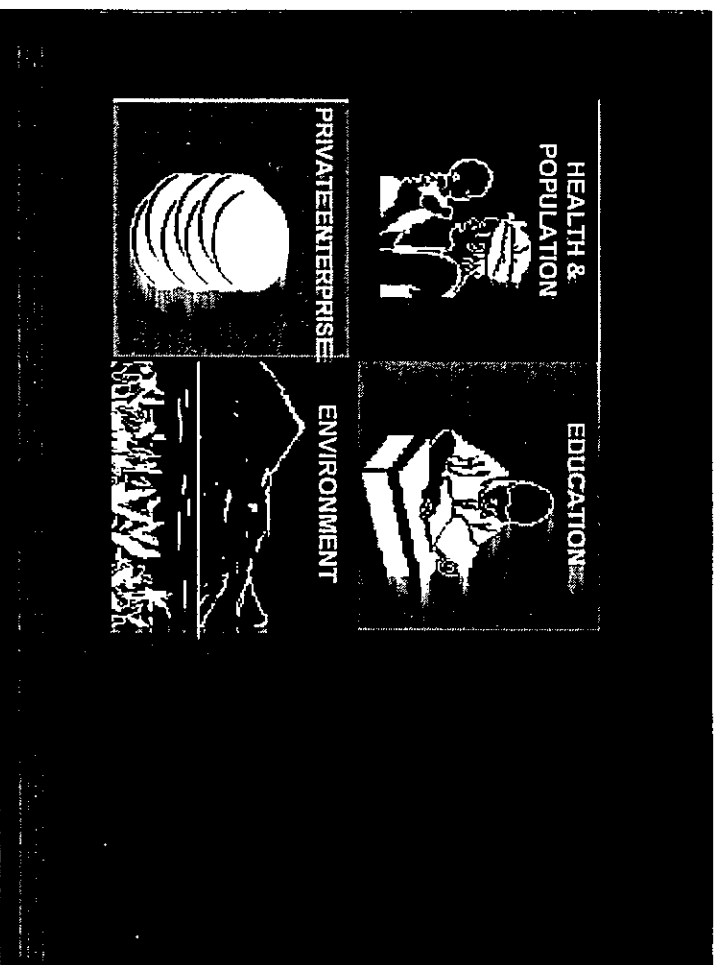
(1) Private Enterprise



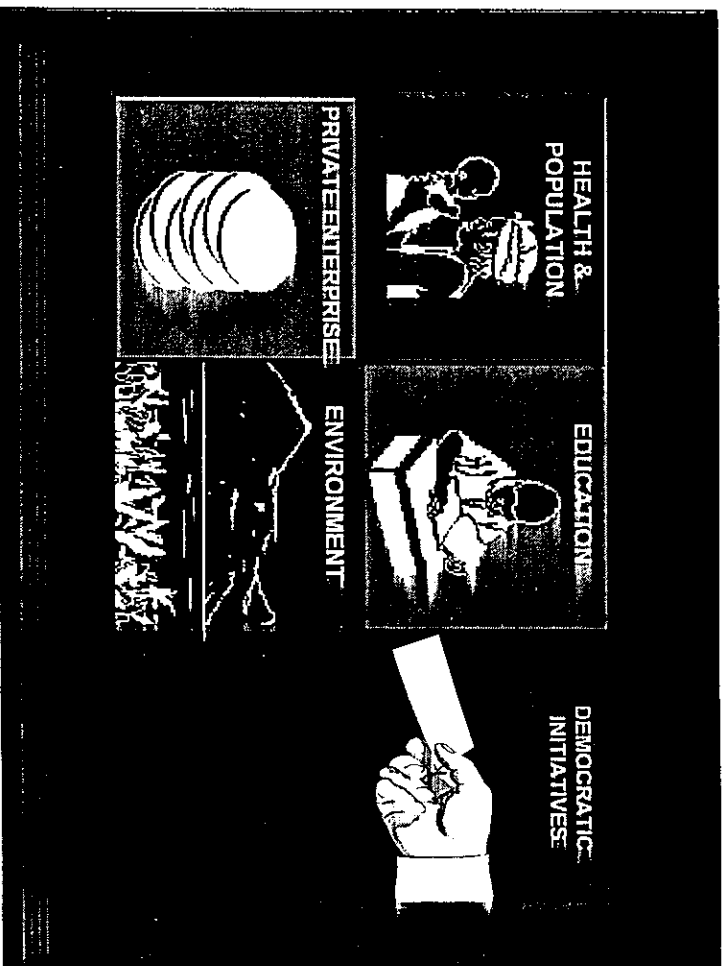
(2) Education;



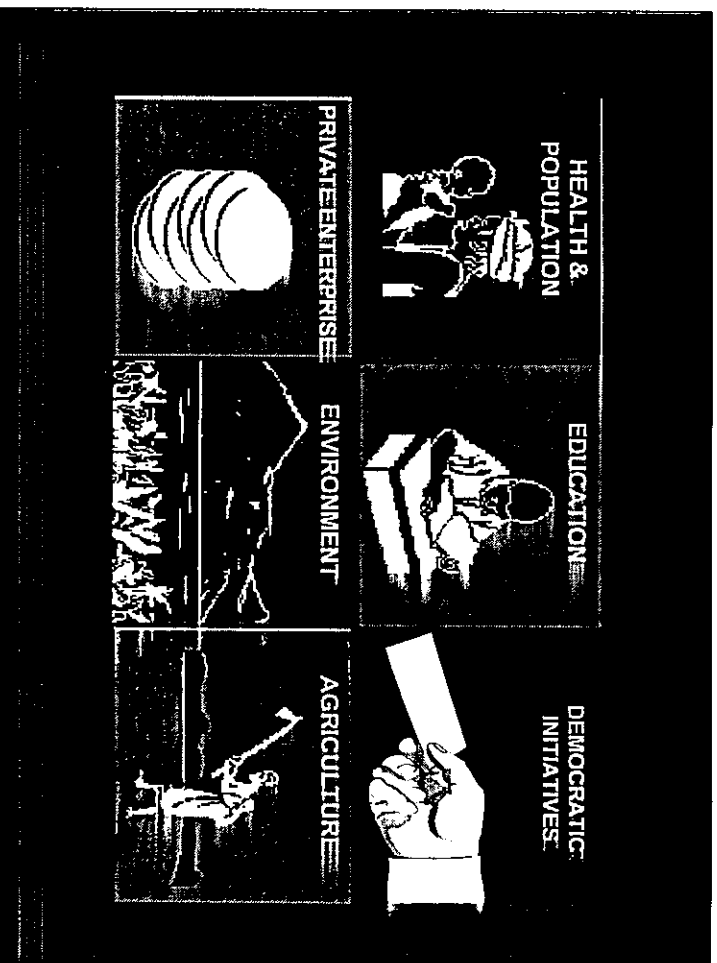
(3) Environmental and Natural Resource Management;



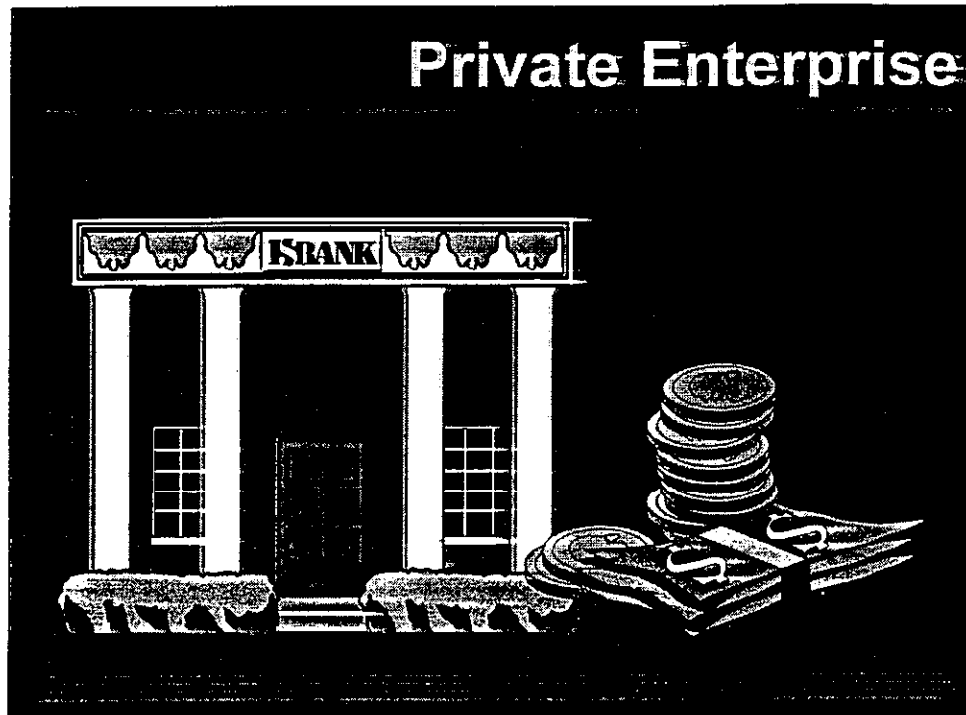
(4) Health and Population



(5) Democracy; and



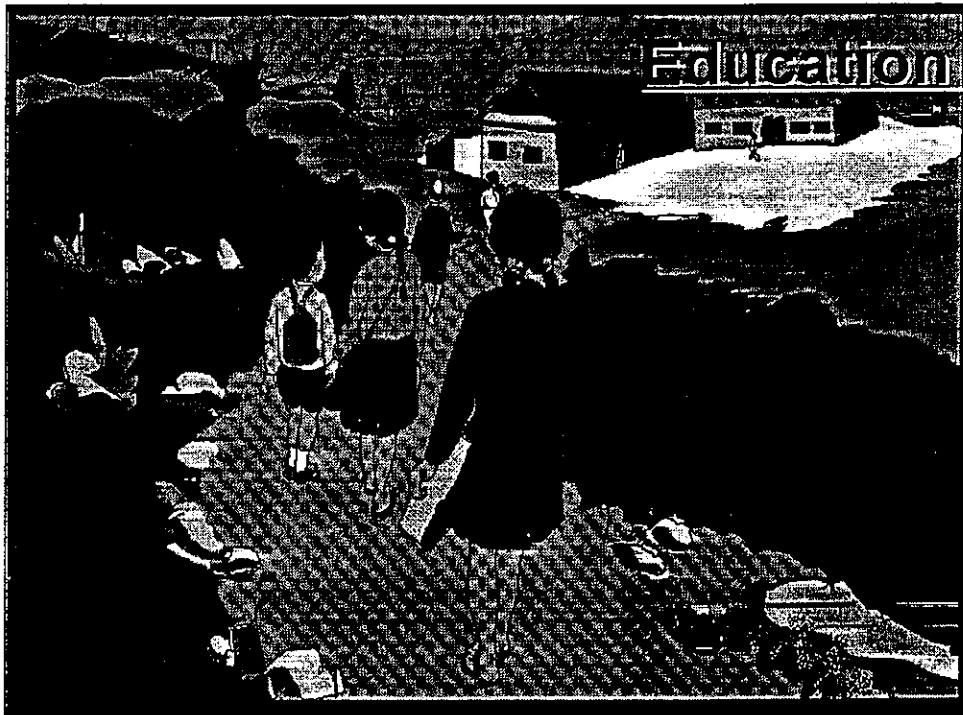
(6) Sustainable Agriculture.



1. Private Enterprise

Through a buy-in to the GEMINI project, the WID Office collaborates with the PRE/SMIE Office to incorporate gender concerns into micro-enterprise programs.

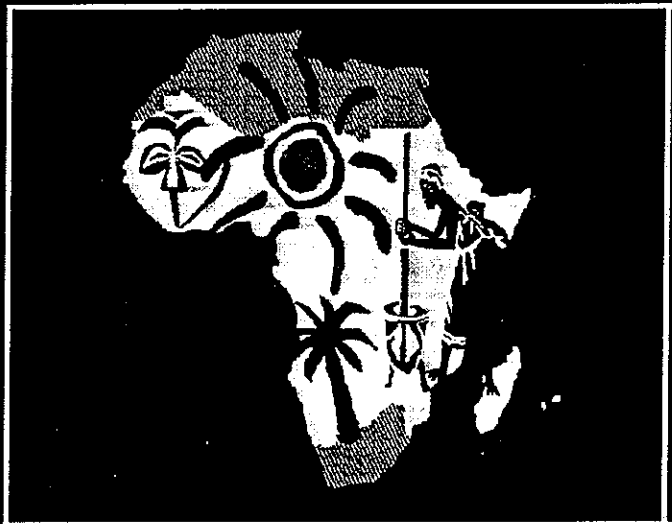
For example, in Indonesia, 60% of the 2.7 million loan recipients of AID's BKK micro-enterprise program are women. This is largely due to a program design which addressed gender-specific constraints.



2. Education

Through a buy-in to the Abel Project, the WID Office supported analyses of gender-disparity in basic education. Analyses carried out in seven countries in the Near East and Africa were incorporated into project and program designs and utilized in policy dialogue with governments. In Guinea, for instance, a plan to decrease the gender gap in education was incorporated as a specific condition for further disbursements of funds. In Yemen, a feasibility study determined how a national women's organization could act on its mandate to support alternative credentialing programs for girls out of school.

Environment & Natural Resource Management



3. Environmental and Natural Resource Management

Ecology, Community Organization and Gender (ECOGEN), an AID project backstopped by the WID Office, studies the division of labor between men and women, their participation in community institutions that deal with natural resource management, and resource use and access.

An ECOGEN team, working with Kenya's National Environmental Secretariat, discovered severe sanitary, nutrition and health problems linked to the poor quality of water in the South Nyanza district in western Kenya. ECOGEN's study prompted UNICEF to train women as health workers and to educate them about the link between clean water and health. The women now participate in community decision-making about these issues.

Health & Population

AIDS-fighting strategies:

Education programs

Social support systems

Alternative income-generating activities

4. Health and Population

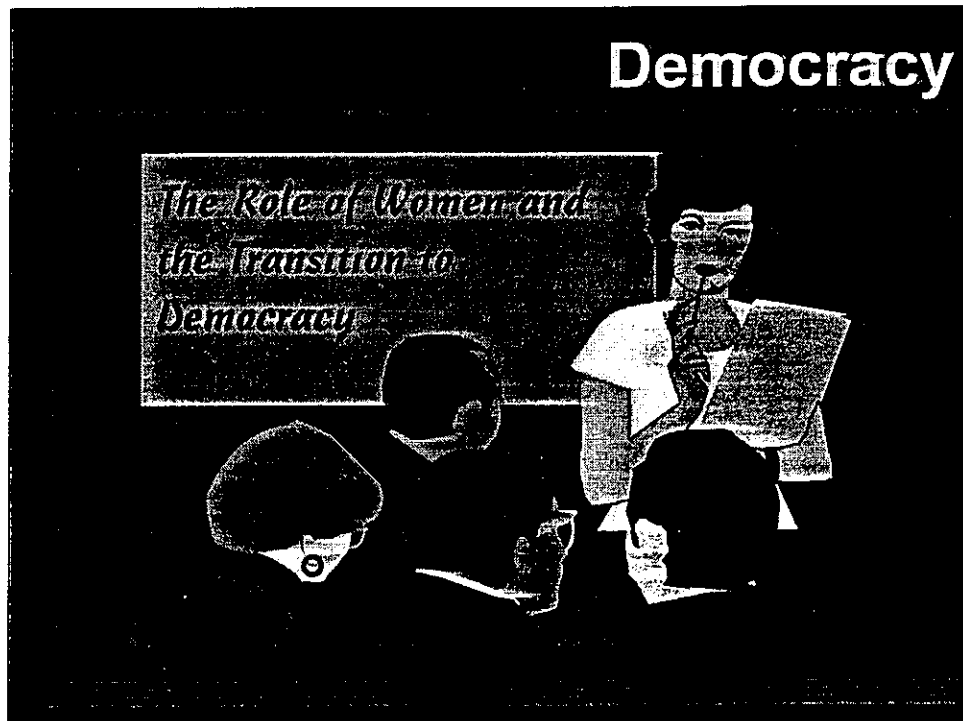
A major new initiative for the Agency in the health sector is integrating the different needs of women and girls in the fight against AIDS. Since 1992, the WID Office has been working to help ensure that the Agency's two global AIDS projects address the special concerns of women.

WID Office funds support senior gender specialists on both projects who help to develop

(1) education programs on AIDS and sexually transmitted diseases for girls

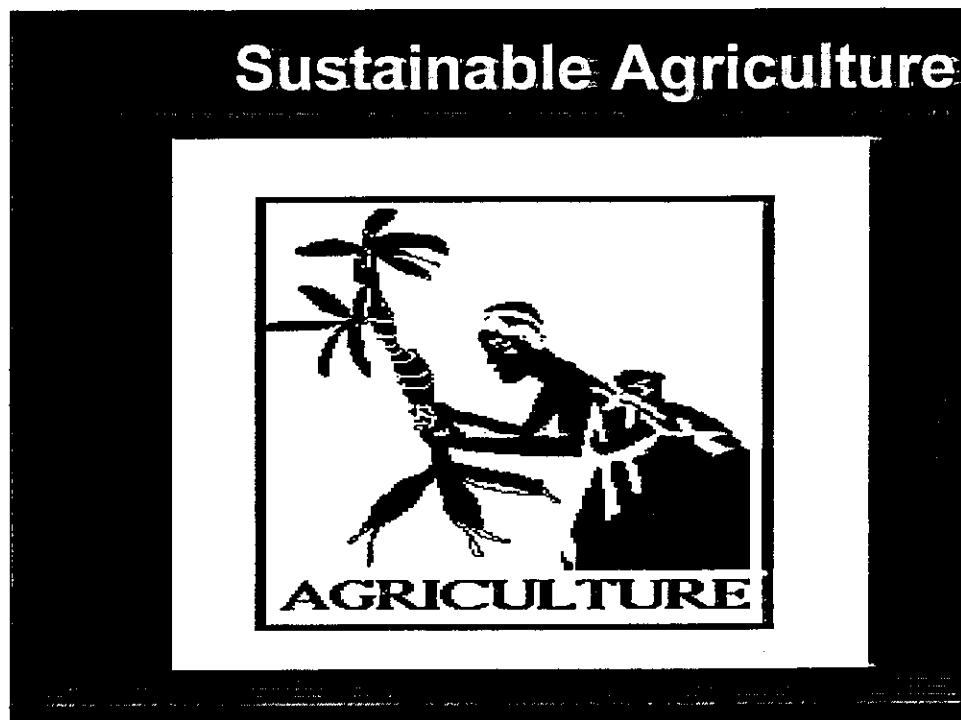
(2) cost-effective social support systems that address the specific needs of women and female-headed households

(3) alternative income-generating activities for girls and women likely to turn to prostitution.



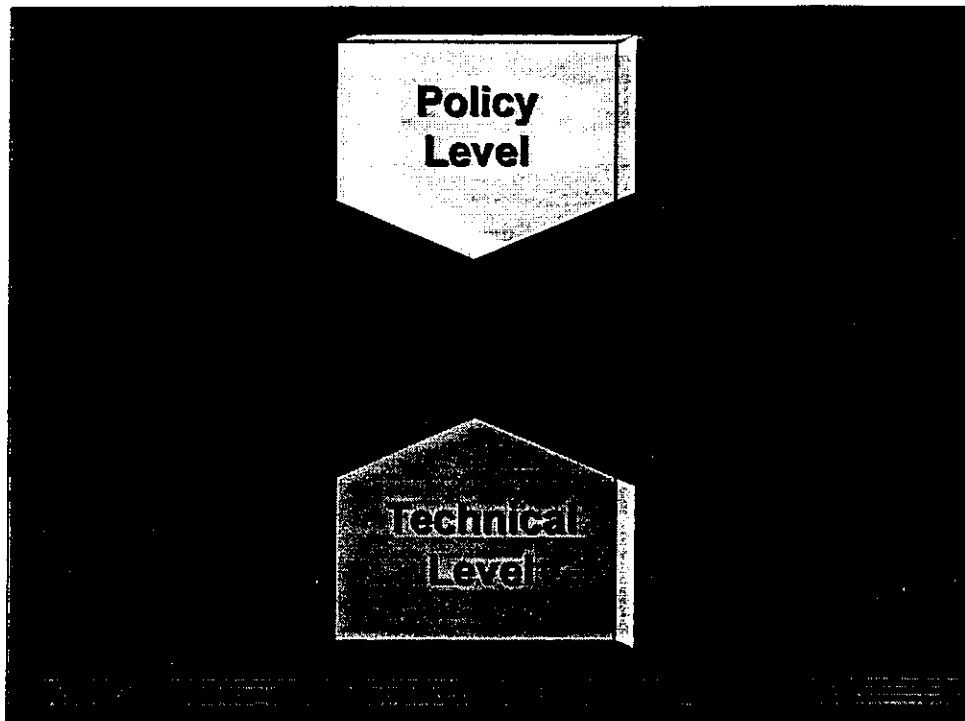
5. Democracy

In the fall of 1992, The Bureau for Europe and the WID Office co-sponsored a conference in Strasbourg, France, on "The role of Women and the Transition to Democracy in Central Europe." Participants from North America, Western Europe, and Central and Eastern Europe held discussions about the practical challenges of building grassroots organizations and developing organizational leadership; and use of the mass media.

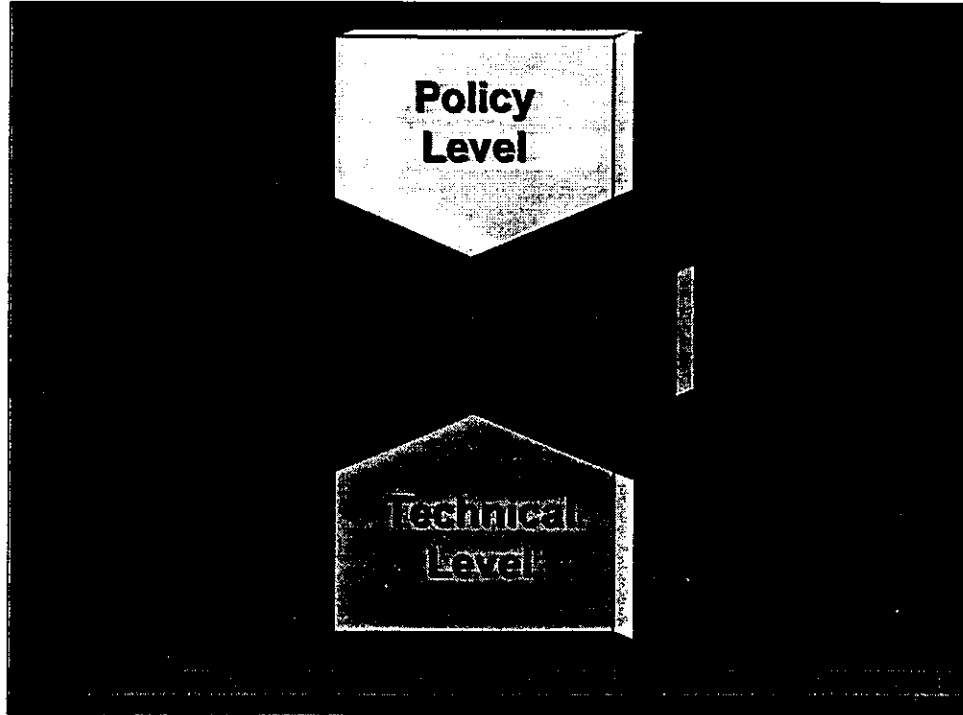


6. Sustainable Agriculture

In 1985, AID began funding the Malawi Agricultural Research and Extension Project, one goal of which was to assist the Ministry of Agriculture to better reach women farmers -- who perform up to 70% of Malawi's farm labor -- with extension services, credit programs, and training. By the project's completion in 1992, the Ministry had designed a 5-year extension plan including specific percentage goals for women's participation in credit programs, farmers' groups, and other components of the plan. In addition, advanced training was provided for some of the staff members of the Women's Programs.



One of the unique and important aspects of gender issues is its relevance at both the technical and policy levels. AID will benefit most from its WID Program

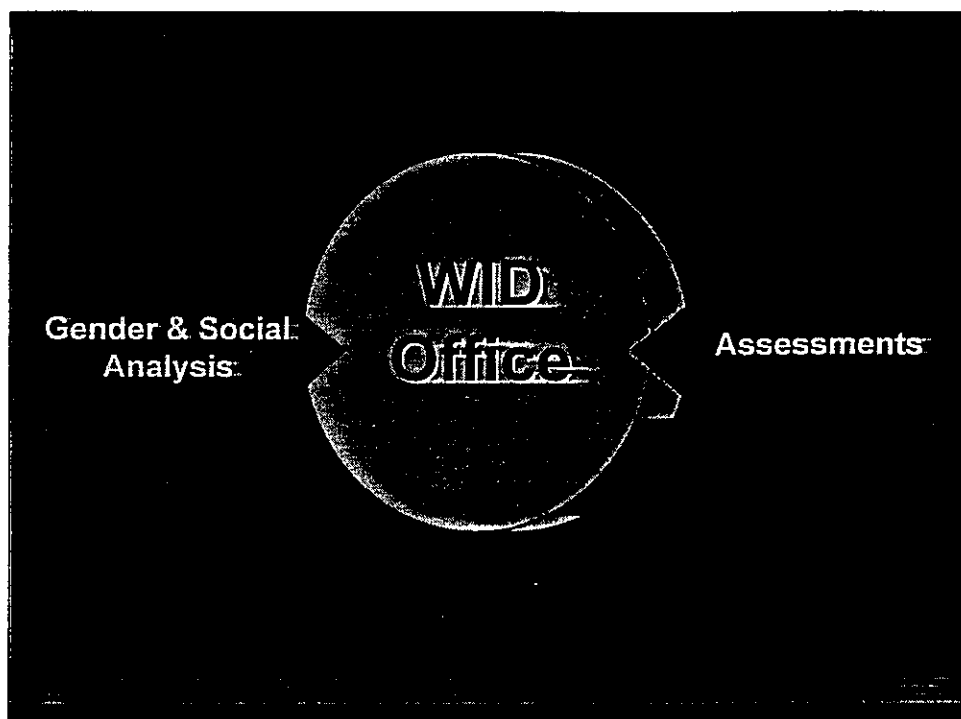


if it is strategically placed to bridge these two functions.

People-focused Initiatives



A certain way to strengthen the Agency's people-focused initiatives is to consider the distinct needs and contributions of women and men when designing major policies.



Having the WID Office serve as a focal point for gender and social analysis within the Agency provides an intersection at which the overall effort in gender- and people-oriented programs and policies can be integrated, assessed, promoted and scientifically sharpened.

People-oriented local development results



The WID Office can be instrumental in enabling the Agency to work towards people-oriented, local development results by further institutionalizing the strategies that have emerged out of twenty years of WID field experience in response to the congressional mandate. For instance...

Gender Analysis

**Focus on people
as actors and
beneficiaries**

Gender Analysis

Gender analysis is a fundamental part of social analysis, which enables policymakers and program planners to focus on the people involved as actors and beneficiaries.

Institutional Capacity Building

**Strengthens capacity of
NGOs and PVOs in
participatory development**

Institutional Capacity Building

Promoting the use of sound methodologies, well-defined strategies and technological capabilities within NGOs and PVOs strengthens their capacity to incorporate beneficiaries as participants in development

People-level Indicators

**Focuses on results of
development assistance
for individuals and
communities**

People-level Indicators

Measuring people-level impact focuses on how outcomes affect people.

The WID Office has developed expertise in focusing on results of development assistance for individuals and communities as mandated by congressional reporting requirements and Agency tracking systems.

Strategic Objectives

**Addresses people's needs
as they are experienced
rather than how they are
perceived by development
professionals**

Setting Strategic Objectives

Cross-sectoral and interdisciplinary analysis of global problems addresses peoples needs as they are experienced rather than how they are categorized by development professionals.

Because gender and social construction is a cross-cutting variable, the WID Office has taken multi-sectoral and disciplinary approaches in order to address a singular policy objective or goal.

**“...a revitalized USAID cannot
achieve its development goals
unless it adopts expanding
opportunities for women as one of
its highest priorities.”**

Dr. Clifton R. Wharton
Deputy Secretary of State
The Congressional luncheon on Women in Development
April 30, 1993

As the Deputy Secretary of State recently stated, “...a revitalized USAID cannot achieve its development goals unless it adopts expanding opportunities for women as one of its highest priorities.”

Twenty years of concrete development assistance has taught us that “putting people first” is an essential component in achieving USAID’s goals abroad as well as at home.